Why Great Design Is the Missing Piece in Your ESG Reporting Strategy

This sets the theme of the presentation, focusing on how design enhances the impact of ESG reports. Presented by ReportSmith – **“ESG & Sustainability Report Design”**

Experts Establishes authority and expertise. - ReportSmith

1: Introduction

ESG reports are a business necessity today

ESG reporting is now expected by stakeholders, regulators, and investors.
Companies focus on data & disclosure, but overlook design
Most organizations prioritize compliance but forget presentation.
Strong design = Better communication, engagement & trust
Effective visuals help build a trustworthy and engaging report.

2: Why Design Matters in ESG Reports - Design is not just aesthetics - it's communication

Good design helps simplify and clarify complex content.
A great design - **Simplifies complex data**
Easier for readers to grasp key points - **Improves engagement**
Visually appealing layouts keep readers interested - **Builds credibility**
Professionally designed documents boost your brand image - **Aligns with brand identity**
Consistency in colors, fonts, and visuals builds recognition.

3: The Problem with Poor Design - Common issues:

Text-heavy layouts that overwhelm readers - Poor navigation that causes confusion - Generic visuals that lack uniqueness - Results: - Key messages get missed - Lower stakeholder trust and poor report perception

4: ESG Reports Serve Multiple Audiences - Not just for investors

today’s readers include: - Employees - Regulators - NGOs - Customers - Design should speak to all audiences by making content accessible, interesting, and readable for each group.

5: Design Transforms Data into Narrative - **Use visuals to tell stories:** - Infographics make KPIs digestible - Timelines visually explain project progression - Icons help break up text and add clarity - Result: A cohesive, compelling story that’s easier to absorb

6: Before vs After Example - Before: - Dense content blocks - Unclear visual emphasis - After: - Organized layout with hierarchy - Enhanced flow and readability - Suggestion: Add design mockups to show visual difference

7: What Great ESG Design Looks Like - Clean typography

Makes reading effortless - Brand colors reinforce identity - Chapter navigation helps readers move easily - Visual hierarchy directs attention to key points - Print & digital optimized for versatile viewing across platforms.

8: Key Design Elements - CEO message:

Positioned with emphasis - Materiality matrix: Converted into a clean, visual chart- SDG icons: Use official icons to connect with global goals - ESG snapshot pages: One-pagers that show key performance highlights- Graphs and quotes: Visual aids for impact and emphasis

9: Business Value of Design - Builds trust:

Shows attention to detail and professionalism - Increases readability: Easier to consume complex information - Boosts shareability: Visually appealing content gets more traction - Can influence ESG ratings: Clarity improves evaluator perception - Enhances corporate image: Stakeholders see your brand as credible and responsible

10: ReportSmith’s Expertise - Specializes in ESG, CSR, Annual Report

Domain knowledge matters - Services include: - Report structuring and content flow - Custom infographics - Narrative visual storytelling - Layouts aligned with brand guidelines Print-ready and web-optimized formats - Client base: Trusted by leading sustainable brands and corporates

11: Conclusion - ESG reporting success is about what you share and how you present it

Design turns dense content into compelling communication - Partnering with a report design expert can amplify your report’s impact

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Thank You

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